

METHOD AND APPARATUS FOR CREATING AND RENDERING AN ADVERTISEMENT

5

Abstract of the Disclosure

A method and apparatus for linking an advertisement and digital content are provided herein. The linkage is such that any attempt to render the desired digital content must first render the advertisement before the digital content can be accessed.

10 The procedure is typically to prepend the advertisement to the digital content and to use a hash of the advertisement as a Content Encryption Key (CEK) which is needed to decrypt the digital content.